

To: Production

Date: June 20, 2011

Re: Confidential Information Relating to NBCU Productions/Social Networking Guidelines

Those of us who work on NBCUniversal productions are often in a position to learn certain information about television programs, business transactions, and other confidential matters before the information becomes known to the public.

Please remember that while you are working on any NBCU production or other assignment (and after you leave NBCU), you are expected and required to keep secret any scripts, spoilers, plot twists, show outcomes or any other information you learn about a program that is not public knowledge. The same holds true for “behind the scenes” information, such as the presence of guest stars on our sets, or photographs, recordings or other details relating to employees, performers, guests or other persons involved in our productions or business transactions. It is critical that all non-public information is kept strictly confidential.

During the course of your assignment on one of our productions, you also may become aware of actual or potential business transactions, development plans, or negotiations that are not known to the public. Confidentiality with respect to such matters is not only important to NBCU’s business interests; it also may be required by law. Further, while working on an NBCU production, you may become privy to nonpublic information of a personal nature about employees, performers, guests or other persons – for example, medical, family, financial, or other personal or private information. It is also expected and required that you will not disclose any such personal or private information to any other party, unless expressly directed by NBCU. You are required to safeguard any electronics (phones, laptops) that may contain confidential information and comply with our Computer Policy.

It is crucial that everyone involved in our productions is committed to confidentiality regarding our shows. This applies whether you learn information directly or indirectly, by reading it or hearing it or otherwise.

### Social Networking Guidelines

NBCU’s policies, including its *Policy Against Harassment* and the principles set forth in *Sharing the Commitment to Integrity*, apply to your online presence and communications if they relate in any way to the Company, its employees, or its properties – even if you are engaging in these activities outside of the office, or on a personal phone or computer. We have therefore put together these simple **Do’s and Don’ts** to focus on issues that may be raised by social networking and other aspects of life online. While these Guidelines may not cover every situation that may arise, they are intended to provide guidance that will generally apply. In the event of questions, you should always reach out to your Line Producer or HR representative.

#### **DO:**

- Think before you act or post and use common sense. You are personally responsible for the content you publish online. Be mindful: what you publish will be public for a long time, and what you do and say may be viewed by work colleagues. Consider:
  - o Are you using offensive language or posting obscene, embarrassing, derogatory or otherwise inappropriate material (such as comments about supervisors or coworkers or remarks that may be viewed as racist or sexist) that would embarrass you or the Company if posted by someone known to have a connection to NBCU?
  - o Are you posting or repeating false and disparaging information about a living person or a real product or company?

- Are you posting materials containing music, photos, video, art or text that is owned or created by someone other than you without permission?
- Respect copyright laws, privacy rights and financial disclosure laws.
- Think before you link. Before inviting a co-worker to connect with you online ask: Is this connection appropriate?
- Exercise good judgment. If you are known as someone who works on one of our productions, ensure that your profiles and postings are consistent with how you wish to present yourself to colleagues, vendors and viewers.
- When you express personal opinions about matters unrelated to the Company's business, always make it clear that your views are personal, and that you are speaking for yourself and not on behalf of the Company.
- Be accurate and transparent: If you make a mistake, promptly correct it.
- Keep good taste in mind at all times.
- ALWAYS: If you are promoting any NBCU shows or productions or speaking unfavorably about our competitors, and if your comments relate to your job at the Company, you **must** disclose your connection to the Company.

#### **DON'T:**

- Post anything that might compromise your integrity or the integrity of the Company.
- Post or discuss potentially embarrassing material about the Company, our shows, films, talent, theme parks, websites, producers or personnel.
- Disclose or refer to any confidential or proprietary information, or violate federal securities laws.
- Post spoilers about our shows or non-public programming information.
- Reveal private information (e.g., social insurance numbers, home addresses, medical info, other personally identifiable information, etc.) about others.
- Post photos taken at the workplace, without considering whether all persons involved have granted permission and whether the photos are in good taste and do not reflect poorly on the Company, its employees, or its properties.
- Post "behind the scenes" photos or video where confidential or proprietary information could be revealed such as design of sets or identity of talent, guest actors, etc.
- Request that people submit story lines or other ideas for show or web content.
- Post Company material (scripts, film, show info, photos, video, etc.) whether published or unpublished, without permission.
- Create blogs, Twitter accounts, or other sites that relate to your Company work without prior approval from the Company.
- Use Company/Show logos, letterhead or trademarks to create the impression that the Company approves of your communication.
- Speak for the Company without authorization or use social networking resources for covert marketing or for PR that does not identify the Company or you as someone who works on a show, as the author.

ASK BEFORE YOU ACT. If you are not sure if certain conduct online is appropriate or legal, it is always better to consult the Line Producer or your HR representative, or simply don't engage in the conduct. It is of course impossible to list all forms of online behavior that may raise concerns or could create problems. You should therefore use these guidelines to help you identify things that you should avoid. Online conduct that violates the Company's policies or these guidelines could subject you to disciplinary action up to and including termination, so please take these matters seriously.